

### SATURATION IS STILL DISTANT

#### John N. Willys Says New Factors Making Room for Auto Growth

TOLEDO, O., Feb. 23.—Continued growth of the automobile industry may be expected for many years to come in the opinion of John N. Willys, president of the Willys-Overland company and chairman of the foreign trade committee of the National Automobile chamber of commerce. Numerous factors, he declared, have conspired to make the much-discussed saturation point look like a vanishing point at present. Specifically, the Toledo manufacturer cited the discovery that used cars could be accepted as part payment on new cars; installment selling; removal of the excise tax; car-person ownership; and the recent swift expansion of sales in foreign countries.

"It was all of fifteen years ago that the 'saturation point' began to be regarded with interest and alarm," said Mr. Willys. "Each year, at automobile show time, the question of saturation comes up for discussion. Meanwhile, however, the market has continued to absorb more automobiles. The industry passed the 4,500,000 production mark in 1928, and has an excellent prospect of reaching 5,000,000 in 1929. Whenever the mythical saturation point seems to be near, some new impetus arrives to drive it away."

"The first sales stimulant of importance was the discovery that used cars could be accepted by dealers as part payment on a new car and that a market existed for the used car. In the train of this discovery came the demonstration that owners were willing to trade in their cars, even while the vehicles still possessed good transportation value, to acquire up-to-date models. This factor has had an extraordinary influence on volume."

"Good roads campaigns formed another great aid to the growth of the automotive industry. Invariably where good roads are built, the sales of motor cars increase. To date the United States government has borne half the cost of 71,000 miles of hard surfaced highways, and the states and counties, without federal aid, have constructed many thousands of miles of additional good roads. Annual highway appropriations are likely to increase rather than decrease, for good roads have proven themselves to be one of our most important public benefits."

"Installments Cut Costs. 'Development of a workable financing plan for the installment buyer has been of untold value in enlarging the motor market. Between 50 and 60 percent of the cars sold in the United States are paid for in installments. I recently observed that Lord Beaverbrook of the London Daily Express is advocating wider use of the typical American finance plan in the British Empire. Viewed in its broadest economic aspects, installment selling affects a real economy; for, with it, volume has been increased so that prices of motor cars have been reduced to figures that far offset the comparatively small financing costs."

"The industry enters 1929 with an advantage that has not existed for ten years. I refer to the entire elimination of the excise tax on passenger cars. This is equivalent to a reduction in price without loss to the manufacturer, the dealer, the salesman, or the buyer. In any discussion of the saturation point we must not overlook the increasing tendency of families to own two or more cars. This is a big source of increasing business; as are fleet sales, particularly to companies who have large sales forces traveling by motor car."

"Export Sales Expand. 'Now we are entering a period of large expansion in the vast foreign markets. Few people realize that in the year just ended the manufacturers of American automobiles exported ten times as many cars and trucks as they produced, for both domestic and foreign markets. In 1928, American quantity production methods have given this country a leadership in the automobile field that cannot be challenged."

"The responsibilities entailed by this international leadership, I am happy to say, are being bravely regarded by the directing heads of America's individual automobile manufacturing companies. Export departments, under competent men are backed by managing executives who, for the most part, make it a regular practice to visit foreign countries. In the development of foreign trade, the American automobile industry is conducting itself in a manner that is winning friends and willing customers in all parts of the world. What the motor industry has done for America, it can do for Europe, Asia, Africa, South America, Australia; it can compare deserts turn the world's wilderness into farms, and bring nations to a better understanding of each other."

"In March, Herbert Hoover becomes president of the United States. He is America's first public leader to bring into the White House an international outlook and an extensive international experience. His South American tour is an advance indication of the kind of sympathetic assistance the nation's export activities will receive. Directly and indirectly, the world-wide knowledge possessed by Mr. Hoover may be expected to have an impressive and lasting influence on the relations between American industries and the people of other countries."

"With all these active and varied influences at work, the shadow of the saturation point has been pushed back until it appears to be nothing but a vanishing point."

### Four Personality Winners



The above picture is the personification of personality. The three beautiful representatives of femininity were adjudged winners in a personality contest recently held at Long Beach, Calif., and immediately after the awards were made the winners selected an Oldsmobile De Luxe four-door sedan as the personality car. At the left is Mildred Bennett, who was adjudged the Long Beach Personality Girl. Lucille Rutherford, whose attractive figure won her widespread acclaim, is in the center, and on the right is Fay Clark, third prize winner who was characterized the exemplification of the personality of girlhood.

### TELLS STORY OF CHEVROLET SIX

#### New Car Born 4 Years Ago But It Took 100 Tests to Perfect Model

DETROIT, Mich., Feb. 23.—The first comprehensive answer yet obtained to the question "How did Chevrolet succeed in effecting one of the most mammoth turnovers in industrial history?" has been revealed here.

Since mid-November when Chevrolet announced that it would discontinue producing four cylinder cars and would produce instead, a six in the price range of the four, speculation in automobile circles was rife as to how this was to be accomplished. Other manufacturers who had attempted turnovers had required as long as 18 months to two years to swing back into capacity production. There were many skeptics.

When Chevrolet followed up its announcement of a six with the announcement that deliveries on the new models were to begin January 1, few outside the company believed the feat would be accomplished. But deliveries in quantity numbers did begin January 1. On that date practically every Chevrolet dealer in the country displayed the new six. Once more the question re-echoed throughout trade circles, "How did they do it?"

The answer as it now comes to light can be epitomized in a single word—"Forethought." The Chevrolet six, which is today speeding over the highways in thousands, was born four years ago.

At that time General Motors began considering, with an open mind, whether a six cylinder car could be produced to sell in the price range of the four. Shortly afterward Chevrolet engineers designed the first of the 100 engines which were made in the plant which today powers the new Chevrolet. One by one these engines were tested, redesigned, improved, torn down. From each experiment the Chevrolet engineers were learning.

Then, one day last May after over a million miles of test driving, and four years of the most intensive sort of checking, Chevrolet engineers expressed themselves as satisfied that they had perfected a six cylinder engine of exceptional merit. It was a momentous occasion in the history of the company, and marked the achievement of one of the greatest engineering triumphs in the history of the industry.

Meantime Fisher Body engineers, working in close cooperation with Chevrolet, announced that they had a body, rugged and attractive—in every way worthy of the sensational new engine. And then it was that the Chevrolet board of strategy expressed themselves as finally satisfied.

The board's decision of making ready 29 widely scattered Chevrolet plants for the advent of the new six. It meant that an entirely new set of machine tools, patterns and dies had to be developed in the shops and on the drafting boards. It meant that Chevrolet's 40,000 employees had to be adapted to the change over.

And all of this had to be done while the company's resources were involved, chiefly at the time, with the production of four cylinder gear shift cars in numbers never before equalled in the industry. It is to be remembered that last year Chevrolet again sustained its position as "world's largest builder of automobiles" with a production of 1,260,000 cars.

The assembly plants continued operations on the old models until October 25 when the last one closed down to prepare for the new car. The first assemblies of the new car started December 11.

**H. R. H. MEETS EDITORS**  
LONDON, Feb. 23 (AP)—Virtually all the American newspaper correspondents and their wives now can boast of a speaking acquaintance with the Prince of Wales. At the annual banquet of the correspondents' association the prince asked that empty chairs be placed on either side of him so they could be occupied in turn by the American couples.

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**Hoover Held Aid.**  
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gauge and temperature gauge on the dash—adjustable steering wheel—and the new adjustable driver's seat, introduced by Fisher.

When you drive the car you will discover exceptional performance... swift getaway, brilliant speed, and ample power for any task. You will marvel at its easy steering, easy parking and matchless roadability.

And typical of its quality, Oldsmobile's big 62 horsepower high-compression engine incorporates progressive engineering features rarely found in any but high-priced cars—such as pressure-lubricated piston pins.

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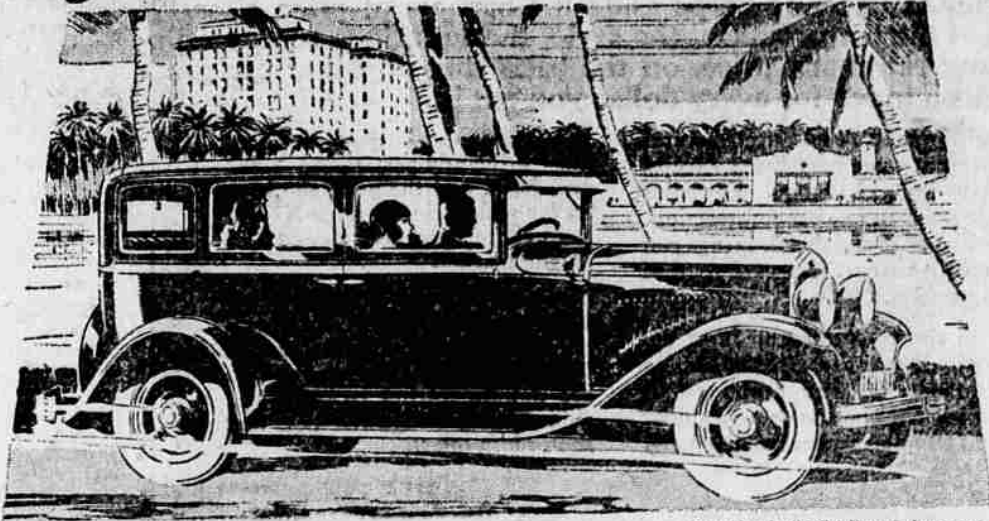
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motor car performance has been brought into being. The extraordinary acceleration, smooth speed, ease of handling and control, compactness, comfort, durability and long life, together with the unusual safety and stamina which characterize Chrysler, have all been combined in a car whose qualities can only be approached by other cars costing hundreds, yes, even a thousand dollars more.

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